

COMMUNICATIONS MANAGER

POSITION SUMMARY: This is a professional position that works under the direction of the City Manager or designee and in cooperation with all departments and is an integral member of the City leadership team. This position is responsible for the development and execution of the City's communication strategy. The Communications Manager will lead and develop strategic communications activities that will positively brand the City and engage the community in key initiatives and public relations. This position will provide timely, transparent, and proactive information to the public; enhance the visibility of the City's strategic vision and initiatives, programs, events, and promote the City. Responsible for the City's varied and integrated communications products and services including reports, newsletters, and other print publications, web, e-news, and other online communications. Social media strategy, social media communications, and data analytics are important requirements of this position. Media relations, in coordination with the City departments and marketing are key responsibilities. This position leads the City's efforts to strengthen and expand its online and social media presences. Serves as an internal partner, working with the City Manager, City Council, department directors, and other staff on communications strategies and implementation methods based on the City's brand, internal and external communication policies, needs and best practices. This position works with a diverse group of external contacts as well as internal contacts at all levels of the organization. Independent judgment and initiative are required to plan, prioritize, and organize a diversified workload. A high level of discretion and sensitivity is required. Evening and weekend work will be required.

SUPERVISION RECEIVED: Work is performed under the direction of the City Manager or designee.

SUPERVISION EXERCISED: Supervision is exercised over department communications staff.

ESSENTIAL JOB FUNCTIONS: *An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Develop and lead the City's communication strategy and implement an integrated strategic communication plan to advance the City's brand identity and broaden awareness of its programs, priorities, and accomplishments. Ensure communication strategies are consistent with the City's brand, strategic plan, and vision.
2. Establish, manage, and implement effective communications, media relations, and public involvement strategies citywide to help provide timely, accurate, understandable information to the residents of the City and others.
3. Establish and manage a process for development of content and scheduling for City communications across all departments. Serve as a resource and partner to City departments in the development of communication programs that target appropriate stakeholder groups related to important issues.
4. Create and manage a communications team including members from relevant departments to support the City's communications needs. Develop and execute the City's overall strategic communications plan and vision across all departments, including training materials and programs.
5. Work cooperatively with the various departments' development and dissemination of print

communications, electronic communications, social media, the website, and annual reports. Coordinate internal communication efforts to ensure consistent framing of messages.

6. Develop, implement, and lead the City's social media efforts and cross departmental social media team. Develop and coordinate implementation of the City's social media strategy, policies, and presence and monitor the City's online communications and reputation.
7. Develop and facilitate strategic communication approaches to sensitive issues.
8. Advise the leadership team on communications strategies, policies, procedures, and issues. Serve as a partner to department directors, program managers, and other staff in the field of communications. Ensure inter-departmental coordination with respect to the City's public and internal communications vision.
9. Provide effective leadership and mentoring of personnel; cultivate leadership in employees across the department. Support staff development in the areas of critical thinking skills, decision making, and program evaluation, with a focused priority on continued staff development and succession planning.
10. Supervise personnel, evaluate performance, oversee training, and professional development, and confirm department staff has required certifications and licenses. Ensure proper labor relations and conditions of employment are maintained.
11. Develop specifications for requests for proposals for consultant contracts, work with consultants; set expectations; manage vendor performance and ensure effective execution of strategy and deliverables.
12. Work cooperatively with staff at all levels of the organization, and upon direction, the city council, city commissions, and others to establish priorities, develop plans and goals, coordinate communications and ensure all communications support the brand, strategic vision, and communications strategy.
13. Anticipate and identify challenges and emerging issues faced by the City and its departments. Work with the leadership team and staff to recognize communications opportunities and design and execute appropriate strategies to address them.
14. Develop and oversee mechanisms to measure the success; continuously improve the quality and reach of the City's communications.
15. May serve as a spokesperson and lead contact on media interactions; build and manage media relationships to achieve accurate and timely coverage of City events, public announcements, press releases, projects, and programs.
16. Prepare talking points, statements, presentations, and other communications for departments, the City Manager, and the City Council.
17. Work with the Information Technology Department to manage the City's website, including content strategy, integrated messaging, and creative direction and analytics.
18. Collaborate with departments to plan and coordinate surveys and other outreach efforts to better understand community views regarding potential City decisions, satisfaction with

City services, and preferences for engaging with the City. Develop specific outreach strategies to reach diverse population groups and groups that may need assistance in connecting with City services and programs.

19. Make presentations to staff, City Council, Boards & Commissions, and the public.
20. Provide customer service and receive and address routine and non-routine inquiries and complaints made by citizens, businesses, staff, and others in a professional manner. Ensure appropriate follow-up in a timely manner.
21. Champion diversity, equity & inclusion in all facets of the role.
22. Maintain sensitive or confidential matter, records, and process and transmit information. Attend city council regular meetings, work sessions, other meetings, special events, holiday events, and other observances outside regular businesses hours, as required.
23. that requires a high degree of discretion.
24. Perform other duties, as assigned.

KNOWLEDGE, SKILLS AND ABILITIES: *The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

- A. A bachelor's degree in communications, public relations, journalism, organizational and strategic communications, marketing, or a related field is required. Master's degree preferred.
- B. Five years of responsible experience in the communications field.
- C. Ability to develop a comprehensive understanding of public administration, organization, and operation of municipal government.
- D. Knowledge of advanced principles, techniques, and practices of public information, media, marketing, and public relations.
- E. Demonstrated experience and leadership in developing and managing a comprehensive strategic communications vision, media relations, and marketing programs to advance an organizations mission, vision, and goals.
- F. Ability to think innovatively, with a track record for translating strategic thinking into action plans.
- G. Demonstrated skills in professional writing, grammar, spelling, and punctuation. Proven ability to communicate and present information effectively, both in verbal and written manner, to varied audiences.
- H. Talent and experience in software programs that enhance communications and in all social media platforms, web-based communication tools and technologies, and graphic design.
- I. Skill in effective outreach strategies and techniques for engaging community and neighborhood organizations.

- J. Leadership skills, including the ability to work collaboratively with staff at all levels of the organization and external stakeholders to achieve desired outcomes.
- K. Demonstrate ability to effectively train, lead and motivate employees and supervise and evaluate the work of others. Proven success in providing others the opportunities to grow professionally.
- L. Ability to exercise independent judgment and discretion and handle sensitive matters.
- M. Ability to think critically and assess both short- and long-term outcomes.
- N. Skill in fact-finding and professional research. Ability to interpret a wide range of information.
- O. Skill in effectively communicating ideas and concepts in varied, engaging, and easily understandable formats. Possess good listening skills; listens to understand.
- P. Demonstrate passion for community through interaction with the public in person and through social media.
- Q. Strong collaboration and project management skills.
- R. Ability to respond to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- S. Ability to work in a team; possess self-supervising attributes and have a positive, congenial attitude. Confidence to take the lead and guide departments when necessary.
- T. Ability to establish effective working relationships and use tact, good judgment, and resourcefulness when working with staff, volunteer workers, other governmental agencies, and the public.
- U. Ability to research and analyze data and apply insights to achieve desired outcomes. Data visualization skills preferred. Ability to develop and disseminate data including social media analytics, and public surveys, and to analyze results.
- V. Experience with Search Engine Optimization (SEO).
- W. Ability to prepare varied print and electronic communication materials and press releases. Ability to prepare comprehensive, accurate, and timely reports, memoranda, letters, and responses to requests for information.
- X. Possess excellent organizational skills and problem-solving ability. Understand the larger perspective and goals of the organization. Detail oriented; possess skill in organizing schedules and coordinating associated resources. Ability to identify and follow through with process improvements.
- Y. Possess excellent time management skills. Ability to work effectively within deadlines and with changing work priorities. Ability to work any schedule as necessary to provide proper coverage. Ability to travel to various locations both in and out of state to receive additional training as deemed necessary.
- Z. A person in this position must possess a valid Michigan motor vehicle operator's license.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: *The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

While performing the duties of this job, the employee is regularly required to talk or hear. While performing the duties of this job, the employee is regularly required to communicate with others and view and produce written documents. The employee frequently is required to sit; have dexterity of hands and fingers to operate a computer keyboard and mouse, tools, and to handle other computer components. The employee must frequently lift and/or move items of light to moderate weight, such as computers, servers, and peripherals.

While performing the duties of this job, the employee regularly works in a business office setting and occasionally in the field. The noise level in the work environment is usually quiet in the office to moderate in the field. While working in the field, the employee may be exposed to uncontrollable circumstances. The employee is required to drive in inclement weather.

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